BLOOD CENTER OF NORTHCENTRAL WISCONSIN, INC.
211 Forest Street
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MOBILE BLOOD DRIVE GUIDEBOOK

This Guidebook is designed to be a source of information on how to organize and host a successful blood drive. The Blood Center of Northcentral Wisconsin (BCNW) thanks you for your interest and assistance in maintaining an adequate local blood supply through your willingness to chair and organize a blood drive for your group. BCNW supplies blood products to five area hospitals: Aspirus Wausau Hospital, Aspirus Langlade Hospital in Antigo, Aspirus Medford Hospital, Aspirus Riverview Hospital in Wisconsin Rapids, and Aspirus Stevens Point.

Here are the five steps for organizing and hosting a successful blood drive:

I. ORGANIZE THE DATE, TIME, AND LOCATION
   A. Be sure to have permission from your employer, pastor, principal, or other authority.
   B. If this is your group’s first blood drive, it might be helpful to survey your intended donor pool to see how many people are interested in donating blood. BCNW prefers a minimum of 20 donors.
   C. Call BCNW to check for available dates, schedule the time of the drive, and select the location for the drive. They are usually 3-5 hours long.
   D. Room requirements: minimum space 25' x 30', good lighting, ventilation, moderate temperature, and adequate electrical outlets. Prefer ground floor or access to an elevator and near restrooms.
   E. Require 6 tables and 25 chairs or equivalent to be used as stations in the donation process.
   F. Reserve the space for at least 30 minutes prior to the start and 1 hour past the last appointment or advertised end time for the drive.
   G. Recruit volunteers to help you in organizing and advertising the drive or assisting BCNW staff on the day of the blood drive.

II. ADVERTISE
   A. BCNW can supply posters, table tents, and informational brochures to be displayed.

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B. Use social media, blast emails, newsletter articles or bulletins, and/or press releases.

C. Ask neighboring businesses or groups to advertise the drive or participate as donors.

III. RECRUIT DONORS AND SCHEDULE APPOINTMENTS

A. Ask people to schedule an appointment to donate.

B. BCNW can supply an appointment sheet. Appointments are usually in 15-minute increments and there are 3-4 appointments per time slot. Try to spread the appointments throughout the entire blood drive to help avoid long wait times.

C. Make the appointment sheet, or way to contact the scheduler, easy to access.

D. Alleviate their fears by telling them giving blood is safe. It typically takes less than 10 minutes to actually donate the blood and the needle and other equipment used is prepackaged, sterile, used only once, and properly discarded. The entire process takes less than an hour.

E. Inform 16-year-old donors that they need a signed BCNW Parental Consent Form in order to donate. Available on our website in the Documents section.

F. For repeat blood drives, BCNW staff will call and recruit donors who have previously donated with your group.

G. Contact BCNW if the appointment slots are filled. It may be possible to extend the hours of the drive.

H. Remind donors to bring ID, drink extra fluids, and eat before their donation.

I. Consult the Basic Donor Eligibility Guidelines page in our Helpful Materials Section or Donor Eligibility Guide on our website for donor eligibility questions. Donors are encouraged to contact BCNW with their specific eligibility questions.

J. Send the Appointment Sheet to BCNW 1-2 days prior to the drive.

IV. BLOOD DRIVE DAY

A. Room Preparation

1. Be sure that you, or another volunteer, are able to meet the BCNW Mobile Blood Drive Staff at least 30 minutes prior to the start time of the drive to allow us access to the building and room.
2. Ensure the room has been cleared of excess furnishings to allow space for our equipment set up.

3. Volunteer help in carrying equipment and preparing the room would be greatly appreciated.

4. Give a copy of the most recently updated Appointment Sheet to the Mobile Drive Supervisor.

5. Indicate the location of the nearest restrooms and inform BCNW staff of any other information they should be made aware of.

6. Check room temperature and adjust if necessary.

B. Donation Process

1. Donors begin the process at registration where they are asked to present identification, give their name, address, date of birth, phone number, and e-mail address.

2. Donors must read the Educational Materials Packet before donating.

3. Donors complete a medical history questionnaire.

4. BCNW staff will take the donor’s temperature, pulse, and blood pressure.

5. BCNW staff will review the questionnaire, ask any necessary follow-up questions, and take a blood sample from their finger to get a hemoglobin level - all to determine their eligibility to donate blood.

6. If eligible, the donor will proceed to the drawing stations and will sit in a relaxing, comfortable chair.

7. Their arm is cleansed with an antiseptic for 30 seconds and a new sterile needle is used.

8. It takes about 5-10 minutes to collect their blood.

9. Their arm will be wrapped with a bandage, they will be instructed to help themselves to the beverages and snacks, and remain for 10-15 minutes.

10. If available, volunteer escorts will walk with the donor to the snack area. Volunteers should observe the donors for signs of fainting such as paleness, warm feelings, perspiration, ringing ears, nausea, lightheadedness, dizziness,
or yawning and alert BCNW staff. Most donors do not experience any problems after their donation. Recline donor or help them put their head between their knees. Try to keep them from falling.

11. If the donor’s venipuncture site continues to bleed, have them apply pressure, elevate their arm, and alert BCNW staff.

12. Thank the donor for donating blood today and let them know they are eligible to donate whole blood again in 56 days!

V. POST DRIVE EVALUATION

A. At the end of the drive, the Mobile Supervisor can give you the total number of donors who presented or you may call BCNW anytime in the days following the drive.

B. Share the results with all interested parties in your group.

C. Contact BCNW with any feedback concerning the blood drive.

D. Contact BCNW to schedule a future blood drive.
HELPFUL MATERIALS

I  Facts & Frequently Asked Questions Brochure

II Parental/Guardian Consent Form for 16-Year-Old Blood Donors

III Basic Donor Eligibility Guidelines
BASIC DONOR ELIGIBILITY GUIDELINES

You are probably able to donate if:

- You are in good health.
- You are at least 17 years old (16 years old with parental/guardian consent). There is no upper age limit.
- You weigh at least 110 pounds (120 pounds for platelet apheresis).
- You have not donated whole blood or plasma in 8 weeks or double red cells in 16 weeks.
- Your blood pressure, pulse, temperature, and hemoglobin fall within the acceptable ranges for donors.
- You are not currently pregnant. Must wait 6 weeks following conclusion of pregnancy.
- You have not been exposed to hepatitis in the last 12 months.
- You have not had hepatitis or jaundice.
- Persons taking medications, including aspirin, vitamins, birth control pills, hormones, thyroid medication, cholesterol lowering medication, antidepressants, or blood pressure medication are not typically disqualified from donating.
- You may donate after having surgery if you have resumed your normal routine, are released from your doctor, and did not receive any blood products.
- If you have traveled outside the U.S. or Canada, it is best to check with BCNW at (715)842-0761 or toll-free at 1-866-566-5900 for information on specific travel destinations. We are concerned primarily with travel to areas at risk for malaria.
- You may not donate if you have a cold or the flu.
- Diabetics may donate as long as your diabetes is controlled by diet, medication or insulin.
- If you have or had cancer, BCNW will evaluate your condition and medications on an individual basis.
- If you have had a heart attack, you will be evaluated individually to determine your eligibility to be a blood donor at this time. A healthcare provider’s note is required.
- There is no deferral for healed tattoos applied in a state-regulated facility with single-use equipment. 3-month deferral for other tattoos.
- There is no deferral for healed piercings done with single-use equipment. 3-month deferral for other piercings.
- We recommend you eat a meal within 3-4 hours before donating and drink plenty of fluids.